SimpleFleet	# SimpleFleet
	## D6.4: Workshop

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Abstract	As part of the dissemination activities around SimpleFleet, project partners have organized workshops to which they invite interested developers to test the SimpleFleet framework. These events will be organized at the local level, i.e., specifically targeting developers in Berlin, Athens or Vienna.
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Dissemination	Public[1]

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[1] This is either: Public, restricted to other programme participants, restricted to a group specified by the consortium, confidential

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Control sheet

Version history			
Version number	**Date**	**Main author**	**Summary of changes**
1.0	30.09.2013	A. Efentakis (ATHENA) N. Grivas (ATHENA)	Initial version
1.1	30.09.2013	Kai Barenscher (WIGeoGIS), Rüdiger Ebendt (DLR)	Section 4 has been added.
1.2	19.12.2013	Kai Barenscher (WIGeoGIS)	Previous Section 4 has been replaced by Sections 3 and 4.
1.2	19.12.2013	R. Ebendt (DLR)	Conclusion has been added.
1.3	10.07.2014	R. Ebendt (DLR)	In response to a comment of the reviewers, information about number and profile of attendees of SimpleFleet Athens Workshop has been added (Section 2.3)

Approval		
	Name	**Date**
Prepared	A. Efentakis (ATHENA)	30.09.2013
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1 About

As part of the dissemination activities around SimpleFleet, project partners must organize workshops to which they invite interested developers to test the SimpleFleet framework. These events are organized at the local level, i.e., specifically targeting developers in Berlin, Athens or Vienna. In this spirit, RC "Athena" hosted the Athens SimpleFleet workshop which was held at RC "Athena" conference room on September 26, 2013. It included presentations and interactive sessions for SimpleFleet results during the first 17 months of the project, presented by project partners RC "Athena" and Talent S.A.

Everyone was allowed to participate (entrance was free), and dissemination of the event was done through the SimpleFleet website (http://www.simplefleet.eu/) and by personal e-mail invitations to potentially interested parties.

2 Athena Workshop

2.1 Agenda

The agenda of the Athens SimpleFleet workshop is presented on the following table. It features presentations by project partners Athena and Talent, covering the most important aspects of the SimpleFleet project, in relation to potential external partnerships. It also featured an interactive session, where guests were allowed to experiment with the SimpleFleet demo (see Deliverable D6.5) and send sample requests to the SimpleFleet API (see Deliverable D4.1).

Athens SimpleFleet Workshop Agenda	
10:00 - 10:15	Introduction & short SimpleFleet project presentation *(Alexandros Efentakis - RC "Athena")*
10:15 - 11:00	TrafficStore presentation *(Alexandros Efentakis - IMIS – RC "Athena")*
11:00 - 11:30	SimpleFleet service presentation SimpleFleet service performance reports *(Kostas Patroumpas - RC "Athena")*
11:30 - 11:45	*Coffee break*
11:45 - 12:15	The SimpleFleet API & API server *(Thanassis Mantes - Talent)*
12:15 - 12:45	SimpleFleet demo *(Giorgos Lamprianidis - RC "Athena")*
12:45 - 13:30	SimpleFleet API interactive session *(Talent)* SimpleFleet demo interactive session *(RC "Athena")*
13:30 - 13:45	*Small break*
13:45 - 14:15	Discussion & workshop conclusion (All)

2.2 Invitation

The 2-page invitation of the workshop is attached below. It is written in Greek. The invitation was online at the SimpleFleet website (http://www.simplefleet.eu/) and was also send to potentially interested parties through e-mail.

10:00 – 10:15	Εισαγωγή και σύντομη παρουσίαση του project (ΙΠΣΥ - ΕΚ Αθηνά)
10:15 – 11:00	Παρουσίαση του TrafficStore (ΙΠΣΥ - ΕΚ Αθηνά)
11:00 – 11:30	Παρουσίαση του SimpleFleet service. SimpleFleet service performance peports (ΙΠΣΥ - ΕΚ Αθηνά)
11:30 – 11:45	*Coffee Break*
11:45 – 12:15	Το SimpleFleet API και ο API server (Talent)
12:15 – 12:45	SimpleFleet demo (ΙΠΣΥ - ΕΚ Αθηνά)
12:45 – 13:30	SimpleFleet API interactive session (Talent) και SimpleFleet demo interactive session (ΙΠΣΥ - ΕΚ Αθηνά)
13:30 – 13:45	*Small break*
13:45 – 14:15	Συζήτηση. Κλείσιμο του workshop

2.3 Attendance and conclusion

More than 50 people from Greek companies of the private sector and PHD students / senior researchers from Greek universities attended the workshop. Companies attending, included telematics companies (Zelitron and B-K Telematics), companies specializing in website / car portals (http://www.gocar.gr/) and mapping related agencies (GeoData S.A. http://www.eranet.gr/geodata/en/). The participants showed great interest in the project results and new opportunities arose for potential partnerships after the project conclusion. Companies attending included:

- Telematics companies, such as Zelitron (http://www.zelitron.com) and B-K Telematics (http://www.b-k.gr/)

- Companies specializing in website / car portals (http://www.gocar.gr/)

- Mapping related agencies (GeoData S.A. http://www.eranet.gr/geodata/en/)

There were also participants, more interested in the research aspect of the project, including senior researchers and PHD students from National Technical University of Athens (www.ntua.gr) and National and Kapodistrian University of Athens (http://en.uoa.gr/).

Conclusively, the Athens SimpleFleet served quite successfully the role of properly disseminating the SimpleFleet project and attracting interest of potential partners in the further exploitation of project's results.

Anniversary photo of the event, including some of the participants

3 WIGeoGIS Customer Meeting

On 10th October 2013, project SimpleFleet has been given a significant slot during the WIGeoGIS customer meeting in Vienna. The WIGeoGIS customer meeting takes place once a year. This year's meeting had 91 participating persons from 60 companies from different industries.

Next, a brief summary of the details of the customer meeting follows.

- Target group: WIGeoGIS customers, potential customers, WIGeoGIS partner network
- Location: Haus der Musik – 1010 Vienna
- Duration: 4 hours, including 4 presentations and time for question, discussion and feedback
- Number of participators: 91
- Language: German
- Type of event: business meeting
- Time: from 2 p.m.
- Agenda:
    o Introduction and Welcome
    o WIGeoGIS presentation: News in Desktop GIS for Geomarketing
    o Guest presentation - Unicredit: Real estate analysis with the help of Geographic Information Systems (GIS)
    o Break
    o Guest presentation - Routex: Webbased routing-portal for petrol stations
    o WIGeoGIS presentation – Technological outlook including the introduction of SimpleFleet
    o Come-Together-Buffet & Discussion

The following list shows the participating company names:

Table 1: Participation Companies at WIGeoGIS Meeting

Participating companies / WIGeoGIS Meeting / 10th October 2013 / Vienna
4media Werbeproduktionen GmbH
A1 Telekom Austria AG
Allianz Elementar Versicherungs-AG
Ärztekammer für Oberösterreich
Ärztekammer für Wien
Atos IT Solutions and Services GmbH
Austria Tabak GmbH
axmann geoinformation gmbh
bauMax AG
BEV Bundesamt für Eich- und Vermessungswesen
Bundesministerium für Land- u. Forstwirtschaft, Umwelt u. Wasser
Bundesministerium für Verkehr, Innovation und Technologie
CRIF GmbH
DI Günther Goldenhuber
Ed. Hölzel Gesellschaft m.b.H. Nfg KG
Engel AG
Erste Bank der Österr. Sparkassen AG
Generali Versicherung AG
GeoLogic
Geomatic Consultant
Gewista WerbegesmbH
Herba Chemosan Apotheker AG
Herold Business Data GmbH
Immobilien Rating GmbH
IMMOunited - Roland Schmid e.U.
Kammer für Arbeiter und Angestellte für Wien
Karl Franzens Universität Graz
klima consulting & geo-marketing
Kwizda Apothekenservice GmbH
MA 18 - Stadtentwicklung und Stadtplanung
Magistrat der Stadt Wien
McDonald´s Franchise GmbH
Mediaprint Zeitungs- und Zeitschriftenverlag Ges.m.b.H & Co KG
MicroStrategy Austria GmbH
Morawa Pressevertrieb & Co KG Zentralvertrieb
ÖBB-Infrastruktur AG
ÖBB-Postbus GmbH
Oberösterreichische Versicherung AG
Österreichische Post AG
PHOENIX Arzneiwarengroßhandlung Gesellschaft m.b.H.
Profi Reifen- und Autoservice Gesellschaft m.b.H.
ProfileAddress Direktmarketing GmbH
R+C PLAKATFORSCHUNG UND -KONTROLLE GES.M.B.H.
Raiffeisen Bank International AG
Real(e)value Immobilien Bewertungs GmbH
REWE International Dienstleistungs GmbH
Routex BV
RTR - Rundfunk & Telekom Regulierungs-GmbH
Santander Consumer Bank GmbH
smartGIS KG
SPAR Österreichische Warenhandels AG
Standort & Markt BeratungsgesmbH
Statistik Österreich
SynerGIS Informationssysteme GmbH
Technische Universität Wien
Unicredit Bank Austria AG
Volkskreditbank AG
Wiener Einkaufsstraßen-Management
Wirtschaftskammer Wien
Zipcar Austria GmbH

Georg Magenschab introduced in the second part of the presentation block the SimpleFleet project and presented some live-demos as well. After the presentation block the customers had the opportunity to take a closer look at the SimpleFleet demos at 2 workstations. The following two pictures shows the presentation held by Georg Magenschab.

Picture 1: Georg Magenschab shows the calculation of routes based on live-traffic data

Picture 2: Georg Magenschab presents the calculation of catchment areas for geomarketing questions based on live-traffic data

4 Vienna Workshop

On 18th November 2013, WIGeoGIS hosted a SimpleFleet Workshop in Vienna. The Workshop took place from 10am till 2pm in a meeting room of the "Stadtwirt Restaurant" close to the city center and the city airport train. The entrance was free. WIGeoGIS and the project partner DLR invited potential SimpleFleet customers, potential reselling partners and researchers in the field of fleet management via personal e-mails. The Meeting was held in German.

The following picture shows the meeting room at the Stadtwirt:

The following companies and persons attended the meeting:

- Mobile LBS Kft. (Mr. Attila Toth - CEO)

  Mobile LBS already uses SimpleFleet technologies in Hungary for more than 3,000 vehicles and reported on his experiences he has done so far.

- Geomarketing GmbH (Mr. Martin Redl – CEO and Mr. Walter Heginger - Consultant)

Geomarketing is one of the leading geomarketing companies in Austria with focusses on computer aided dispatch systems for ambulances.

- SmartGIS (Mr Thomas Schmit – CEO)

  SmartGIS is a geomarketing startup company which is primarily specialized in scheduling and route planning software.

- Salzburg Research (Mr. Horst Stadtler – research fellow)

  Salzburg Research is a research & technology organization (RTO) that conducts applied research in the area of information technologies. The research department Computational Logistics Lab (CLL) works on the development of sophisticated planning and optimization procedures for complex logistical tasks, such as vehicle routing for waste disposal or for service technicians.

- Vienna University of Economics and Business (Ms Li Chen)

  Dr. Li Chen is a visiting researcher at the department of Information Systems and Operations. Her research focus is in the field of fleet management.

- DLR SimpleFleet project partner (Mr. Rüdiger Ebendt and Günter Kuhns - SimpleFleet project managers)

- WIGeoGIS SimpleFleet project partner (Georg Magenschab – CEO; Mr. Norbert Hackner and Kai Barenscher – Senior consultants)

Meeting Agenda:

1. Welcome by WIGeoGIS and introduction round by the participants

2. Product overview: Features, requirements and capabilities from a technological perspective (Rüdiger Ebendt)

3. Live performance of application examples and scenarios (Georg Magenschab)

4. License models and availabilities (Kai Barenscher)

Topics of discussion which will be considered in the SimpleFleet project completion:

1. What is the minimum number of needed fleets to cover a new city with an adequate quality?

2. For customers it is important to know what kind of fleet is available in which region. The question is if life traffic data come from taxis, busses, trucks or citybikes?

3. Is there a way to correct missing or wrong routing-attributes in OpenStreetMap by the customers in an automated way?

4. Is there any improvement in route calculations compared to BingMapsAPI and GoogleMap API using live traffic data?

5. Will SimpleFleet support the OpenLR™ open industry standard? (The OpenLR™ project provides a royalty-free dynamic location referencing method which enables reliable data exchange and cross-referencing using digital maps of different vendors and versions)

6. How can the SimpleFleet cloud be organized from a sales point of view and how can a European operating consortium be build?

Workshop conclusion:

The workshop brought – through the highly specialized attendees - new insights for data management issues and for the development of a commercial structure. The SimpleFleet attendees brought valuable input for the SimpleFleet project. The chosen date of the workshop was ideal too, as the input can be taken to optimize and finalize and the SimpleFleet project until April 2014.

5 Conclusion

Agendas, participants and the results of three events of task 6.1, "Workshops", as organized and carried out by the partners, have been given. These events have been part of a general dissemination strategy of SimpleFleet, which can be described as being twofold:

- Classical dissemination such as presentation at fairs, conferences etc., and

- workshops organized by the partners at a local level, to which interested developers have been invited to test the SimpleFleet framework.

This integrated approach helped to turn dissemination from a strictly promotional tool to one supporting execution of the project. To this end, dissemination in SimpleFleet already prepared trials and exploitation, which usually involves informing interested audiences anyway. Moreover, the early feedback gained from interested companies helped the project much in evolving into the right direction, i.e. in adapting to the needs of the addressed B2B market, right from the start: firstly, the Athens SimpleFleet workshop proved to be a successful means of properly disseminating the SimpleFleet project and attracting interest of potential partners to the further exploitation of project's results. Secondly, presentation of the project during the larger customer meeting of partner WIGeoGIS, and also during the more focused Vienna SimpleFleet workshop (i.e., focusing on the parties most interested in the outcomes of the project) helped much to gain valuable new insights for data management issues, and for the development of a commercial structure.